

# An Introduction to LIFO



SUPPORTING



ADAPTING



CONTROLLING



CONSERVING

LIFO  
LIFE ORIENTATIONS

Привет коллеги!



- Мне очень жаль, что я не могу быть с тобой в Москве
- Я надеюсь, что вы все в порядке и в безопасности
- Сейчас не время для Pinpoint .....
- но я могу делать другие вещи!
- я использовал Lifo в течение 20 лет
- моя короткая презентация расскажет вам немного о LIFO



извините, это будет на английском.  
Михаил предоставит свой обычный  
замечательный перевод!

Большое Спасибо

## LIFO® is short for “Life Orientations”

LIFO®  
LIFE ORIENTATIONS

An orientation can be seen as a window on the world, a frame of reference from which you observe and encounter others



The orientations are characterised by:

- Values
- Needs
- Goals
- Attitudes
- Behaviours

## What is LIFO®?

LIFO®  
LIFE ORIENTATIONS



- A behavioural model enabling individuals to understand how they operate under stress and in normal circumstances
- The method is supported by a wide range of resources, including workbooks and reference guides
- Describes four distinct behaviour styles, each with different strengths, drivers and motivations
- Identifies a person's unique profile of strengths and provides a development roadmap
- Differentiates between intention, behaviour and impact
- Provides a shared language and common framework and process
- Identifies the values that drive an individual's behaviour as well as the values of an organisation and can give pointers on how the two can align.



## A global brand



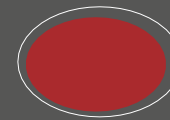
21000 Organisations Worldwide



Offered in over 30 countries



Translated into 18 languages



Over 9,000,000 people profiled

# The Life Orientations Model



**Peter Drucker**

Managers role related to strengths

**Carl Rogers**

Communication Congruence  
Client-centred Process  
Neutral questioning

**Erich Fromm**

Strength-Weakness Paradox  
4 Orientations

**Abraham Maslow**

Hierarchy of Needs  
Self-actualisation

**Allan Katcher & Stuart Atkins**

**Life Orientations® Method**

Personal Style Survey  
Personal Style Resource Book & Performance Improvement Workbook  
Personal Style Feedback Survey  
Personal Report

**Life Orientations® applications**

**Personal Development    Team Dynamics    Sales Adaptive Selling**  
**Leadership Development    Negotiation    Change Management**

## Why LIFO®

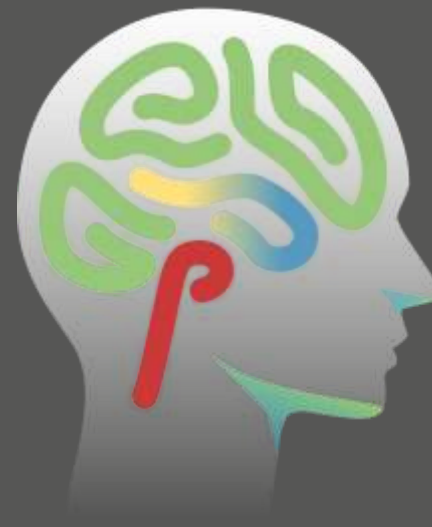


### Intention Behaviour Impact (IBI) Model

**Strength Weakness  
Paradox - the danger of  
overplayed strengths**

**Interactive “Pinpoint”  
facilitated workshops**

**Breadth of  
Applications**



**Applied by Business  
Partners with commercial  
experience and expertise**

**Powerful & simple  
Strategy  
Development Model**

**Positive Strength  
based Focus**

**Jargon Free  
Reporting**



## Life Orientations Values Model

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- Understanding our underpinning values is **critical**
- Our **values** influence our behavioural preferences
- Our values are the key to our **“hot buttons”**
- They are defined in the 4 Orientations which we **all** possess in a **unique blend**

## Managing Others

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- We all try to manage the perception of others **every day, in every communication**
- The key to our effectiveness is how well we **adapt** our style to the needs of others

## The 4 Orientations

**LIFO**<sup>®</sup>  
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Strength based Orientations

Excess based Orientations

Adapting

Dealing-Away

Supporting

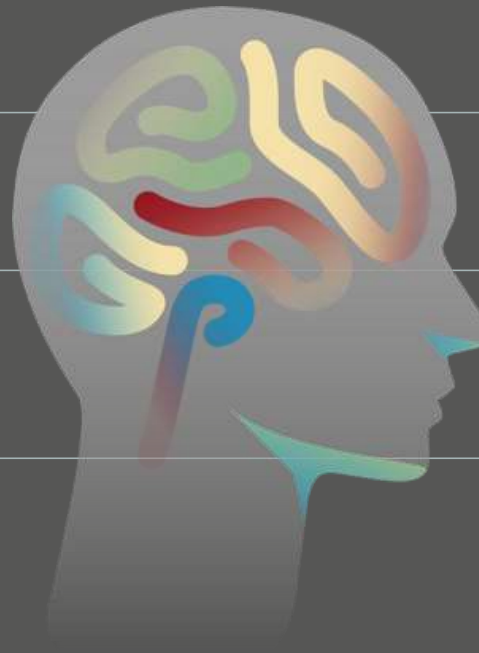
Giving-In

Conserving

Holding-On

Controlling

Taking-Over



## The needs of each Orientation

SUPPORTING

EXCELLENCE

To make a valuable  
contribution

ADAPTING

HARMONY

To be flexible and  
fit in

CONTROLLING

ACTION

To set and achieve  
goals

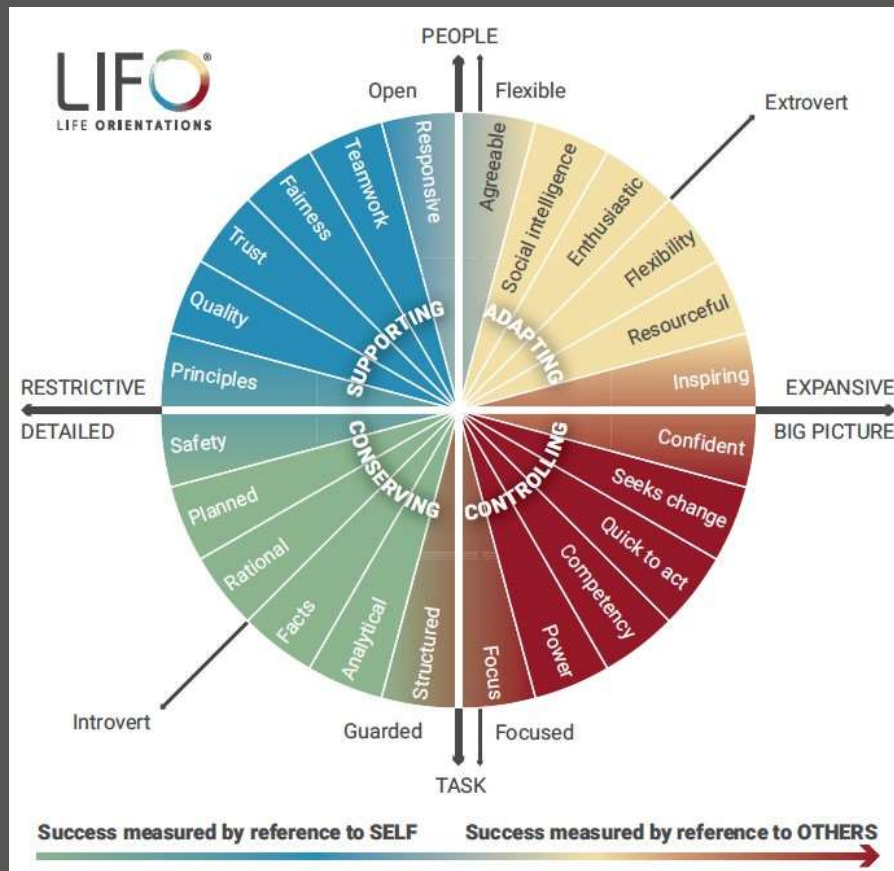
CONSERVING

REASON

To minimise chance  
of error or loss

# LIFO® Circumplex

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Available as a handy referencecard

- This powerful Circumplex diagram visually demonstrates the difference between the Orientations
  - Big Picture vs. detail, Task vs. People, Introvert vs. Extrovert, Open vs. Guarded, Flexible vs. Focused
- The most difficult communication exists between diametrically opposite Orientations
  - Conserving vs. Adapting, Supporting vs. Controlling
- The words are deliberately positioned to demonstrate how the Orientations blend into each other
- The model is about “behavioural preference” not “type”
- We are a blend of all but have orientations we prefer and potentially neglect

## LIFO® Strategies

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- This Strategies model gives those profiled a clear process as to how to use the profile results deliberately focusing on positive strategies
- This then forms the basis of a Personal Development Plan building action points around each strategy in the context of the individual's role
- Enables individuals to improve their working style for their job role and communicate, engage, persuade and influence with others more effectively

## Four Critical Differentiators

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- **Strength based model – there's no 'wrong' profile**
- **Strength/weakness irony – makes sense of 'overdoing' it**
- **Intention-Behaviour-Impact analysis – going deeper into how we understand our behaviour**
- **Strategies – how to use new knowledge to modify behaviours or become more flexible**

# Illustrative Facilitator's Deployment Model



This illustration shows a model for facilitation. Of course you can substitute sales, negotiating skills, team work, managing others, leadership and more.



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- Started his own training, facilitation & coaching consultancy in 1997
- Previous experience with the Royal Navy and at senior level in real estate management, development & investment in both institutional & private sectors.
- Pinpoint Facilitation Technique Global Training Director since 2005
- UK Partner for Personal Image, Moscow based consultancy.
- Fellow of the Royal Society of Arts
- LIFO Licensee & practitioner since 1997 and Master Trainer Since 2016
- Regular contributor at Facilitation Conferences, including Moscow Facilitators & International Association of Facilitators

